

## EXHIBIT C

# Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007

Page: 1

ID	Country:	Mark	United States	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
189		ADVANTAGE BLUE		36	Blue Cross & Blue Shield Assn.	74/593925	11/2/1994	1955937	2/13/1996	Registered
188		ADVANTAGE BLUE		16	Blue Cross & Blue Shield Assn.	74/594031	11/2/1994	2002209	9/24/1996	Registered
2311		AGELESS HEROES		41	Blue Cross & Blue Shield Assn.	76017591	4/4/2000	2516629	12/11/2001	Registered
2378		AGELESS HEROES		41	Blue Cross & Blue Shield Assn.	78776970	12/20/2005	3145593	9/19/2006	Registered
2312		AGELESS HEROES		41	Blue Cross & Blue Shield Assn.	75394662	11/21/1997	2309764	1/18/2000	Registered
436		AWAY FROM HOME CARE		36, 42	Blue Cross & Blue Shield Assn.	75/096180	4/29/1996	2156061	5/12/1998	Registered
208		BABY BLUEPRINTS		16	Blue Cross & Blue Shield Assn.	74/589191	10/21/1994	1965185	4/2/1996	Registered
209		BABY BLUEPRINTS		36	Blue Cross & Blue Shield Assn.	74/590146	10/24/1994	1966375	4/9/1996	Registered
597		BASIC BLUE		36	Blue Cross & Blue Shield Assn.	74/337755	12/7/1992	1824590	3/1/1994	Registered
2410		BCareful BSafe		42	Blue Cross & Blue Shield Assn.	75471506	4/21/1998	2292265	11/16/1999	Registered
194		BCBS - STRAIGHT TALK		16	Blue Cross & Blue Shield Assn.	74/055847	5/4/1990	1681143	3/31/1992	Registered
2405		BEST OF BLUE		41	Blue Cross & Blue Shield Assn.	78845593	3/24/2006	3217512	3/13/2007	Registered
2307		BHI		39	Blue Cross & Blue Shield Assn.	78459326	7/30/2004	3202651	1/23/2007	Registered
677		BLUE & YOU		36	Blue Cross & Blue Shield Assn.	75/495263	5/29/1998	2255663	6/22/1999	Registered
2314		Blue 2 (Design)		36, 38	Blue Cross & Blue Shield Assn.	78583581	3/9/2005	3166494	10/31/2006	Registered
789		BLUE ACCESS		and, 36, 42	Blue Cross & Blue Shield Assn.	76/262688	5/25/2001	2544951	3/5/2002	Registered
186		BLUE ADVANTAGE		42	Blue Cross & Blue Shield Assn.	74/593923	11/2/1994	1996466	8/27/1996	Registered
2369		BLUE ALERT		16	Blue Cross & Blue Shield Assn.	78730181	10/10/2005	3141905	9/12/2006	Registered
2237		BLUE ANGEL		36, 42	Blue Cross & Blue Shield Assn.	76/519132	6/3/2003	2885905	9/21/2004	Registered
254		BLUE BASIC		36	Blue Cross & Blue Shield Assn.	74/611945	12/16/1994	1959977	3/5/1996	Registered

Printed by CB on 9/20/2007 3:17:17 PM

## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007

Page: 2

210	BLUE CARD	36	Blue Cross & Blue Shield Assn.	74/582321	10/4/1994	2076689	7/8/1997	Registered
773	BLUE CARD SUITCASE DESIGN	36, 42	Blue Cross & Blue Shield Assn.	76/093158	7/20/2000	2678710	1/21/2003	Registered
256	BLUE CARE	36	Blue Cross & Blue Shield Assn.	74/594032	11/2/1994	1961619	3/12/1996	Registered
255	BLUE CARE	42	Blue Cross & Blue Shield Assn.	74/594033	11/2/1994	1962930	3/19/1996	Registered
190	BLUE CHOICE	36	Blue Cross & Blue Shield Assn.	73/715653	3/9/1988	1522890	1/31/1989	Registered
508	BLUE CHOICE	36	Blue Cross & Blue Shield Assn.	74/608836	12/9/1994	1952819	1/30/1996	Registered
225	BLUE CHOICE	36	Blue Cross & Blue Shield Assn.	74/434020	9/10/1993	1850876	8/23/1994	Registered
2368	BLUE CONNECTIONS	41	Blue Cross & Blue Shield Assn.	78730178	10/10/2005	3141904	9/12/2006	Registered
790	BLUE CREW	36	Blue Cross & Blue Shield Assn.	76/262755	5/25/2001	2571307	5/21/2002	Registered
258	BLUE CROSS	9	Blue Cross & Blue Shield Assn.	73/600803	5/27/1986	1420888	12/16/1988	Registered
2344	BLUE CROSS	18	Blue Cross & Blue Shield Assn.	78/661542	6/30/2005	3129230	8/15/2006	Registered
230	BLUE CROSS	36	Blue Cross & Blue Shield Assn.	74/480794	1/21/1994	2027402	12/31/1996	Registered
2345	BLUE CROSS	21	Blue Cross & Blue Shield Assn.	78/661548	6/30/2005	3076807	4/4/2006	Registered
2357	BLUE CROSS	36	Blue Cross & Blue Shield Assn.	78598836	3/31/2005	3288738	9/4/2007	Registered
2326	BLUE CROSS	36	Blue Cross & Blue Shield Assn.	78598834	3/31/2005	3175326	11/21/2006	Registered
2331	BLUE CROSS	36	Blue Cross & Blue Shield Assn.	78598832	3/31/2005	3085016	4/25/2006	Registered
2343	BLUE CROSS	28	Blue Cross & Blue Shield Assn.	78/661538	6/30/2005	3106605	6/20/2006	Registered
196	BLUE CROSS	36	Blue Cross & Blue Shield Assn.	71/536214	9/30/1947	554488	2/5/1952	Registered
198	BLUE CROSS	42	Blue Cross & Blue Shield Assn.	73/555892	8/29/1985	1426942	1/27/1987	Registered
218	BLUE CROSS	36	Blue Cross & Blue Shield Assn.	74/048934	4/16/1990	1632573	1/22/1991	Registered
2341	BLUE CROSS	25	Blue Cross & Blue Shield Assn.	78/661527	6/30/2005	3254885	6/26/2007	Registered
551	BLUE CROSS AND BLUE SHIELD ASSOCIATION	16	Blue Cross & Blue Shield Assn.	75/238176	2/7/1997	2161616	6/2/1998	Registered

## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007 Page: 3

192	BLUE CROSS AND BLUE 42 SHIELD ASSOCIATION	Blue Cross & Blue Shield Assn.	74/266704	4/17/1992	1744958	1/5/1993	Registered
552	BLUE CROSS AND BLUE 36, 42 SHIELD ASSOCIATION	Blue Cross & Blue Shield Assn.	75/238198	2/7/1997	2150555	4/14/1998	Registered
195	BLUE CROSS PLAN	Blue Cross & Blue Shield Assn.	74/057921	5/11/1990	1677843	3/3/1992	Registered
565	BLUE DIRECT	Blue Cross & Blue Shield Assn.	75/267521	4/1/1997	2146352	3/24/1998	Registered
259	BLUE FLEX	Blue Cross & Blue Shield Assn.	74/609264	12/9/1994	1954600	2/6/1996	Registered
549	BLUE HEALTH CONNECTION	Blue Cross & Blue Shield Assn.	75/267508	4/1/1997	2146351	3/24/1998	Registered
2303	BLUE LABOR PRO	Blue Cross & Blue Shield Assn.	78/434483	6/14/2004	3136687	8/29/2006	Registered
2288	BLUE LEARNING CENTER	Blue Cross & Blue Shield Assn.	76/575393	2/13/2004	3212021	2/27/2007	Registered
253	BLUE LINE	Blue Cross & Blue Shield Assn.	74/606649	12/5/1994	1942567	12/19/1995	Registered
598	BLUE LINE	Blue Cross & Blue Shield Assn.	606650	12/5/1994	1959962	3/5/1996	Registered
791	BLUE OPTIONS	Blue Cross & Blue Shield Assn.	76/262686	5/25/2001	2544950	3/5/2002	Registered
2259	BLUE PERKS	Blue Cross & Blue Shield Assn.	76/561784	11/25/2003	2924795	2/8/2005	Registered
252	BLUE PLUS	Blue Cross & Blue Shield Assn.	74/600379	11/18/1994	1954560	2/6/1996	Registered
506	BLUE PREFERRED	Blue Cross & Blue Shield Assn.	74/608660	12/8/1994	1961664	3/12/1996	Registered
263	BLUE PRINT	Blue Cross & Blue Shield Assn.	74/601729	11/21/1994	1925446	10/10/1995	Registered
264	BLUE PRINT FOR HEALTH	Blue Cross & Blue Shield Assn.	71632064	7/2/1952	583096	12/1/1953	Registered
2255	BLUE QUALITY CENTERS FOR TRANSPLANT	Blue Cross & Blue Shield Assn.	76534836	8/5/2003	2926216	2/15/2005	Registered
2380	BLUE SAVER	Blue Cross & Blue Shield Assn.	78815040	2/15/2006	3277851	8/7/2007	Registered
449	BLUE SELECT	Blue Cross & Blue Shield Assn.	74/595780	11/7/1994	1952732	1/30/1996	Registered
625	BLUE SHIELD	Blue Cross & Blue Shield Assn.	437189	8/1/1983	1319824	2/12/1985	Registered
212	BLUE SHIELD	Blue Cross & Blue Shield Assn.	73/053443	5/27/1975	1039941	5/18/1976	Registered

## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007 Page: 4

199	BLUE SHIELD	16	Blue Cross & Blue Shield Assn.	73/72373	4/1/1988	1510107	10/25/1988	Registered
200	BLUE SHIELD	42	Blue Cross & Blue Shield Assn.	73/555891	8/29/1985	1439564	5/12/1987	Registered
214	BLUE SHIELD	36	Blue Cross & Blue Shield Assn.	73/053442	5/27/1975	1045586	8/3/1976	Registered
233	BLUE SHIELD	36	Blue Cross & Blue Shield Assn.	74/480772	1/21/1994	2016013	11/12/1996	Registered
2321	BLUE SHIELD	36	Blue Cross & Blue Shield Assn.	78598882	3/31/2005	3076417	4/4/2006	Registered
266	BLUE SHIELD	36	Blue Cross & Blue Shield Assn.	71/606403	11/13/1950	557040	4/1/1952	Registered
2324	BLUE SHIELD	36	Blue Cross & Blue Shield Assn.	78598831	3/31/2005	3288737	9/4/2007	Registered
2325	BLUE SHIELD	36	Blue Cross & Blue Shield Assn.	78598838	3/31/2005	3169932	11/7/2006	Registered
2352	BLUE SHIELD	21	Blue Cross & Blue Shield Assn.	78/661918	6/30/2005	3076812	4/4/2006	Registered
2351	BLUE SHIELD	18	Blue Cross & Blue Shield Assn.	78/661911	6/30/2005	3076811	4/4/2006	Registered
2350	BLUE SHIELD	28	Blue Cross & Blue Shield Assn.	78/661902	6/30/2005	3076810	4/4/2006	Registered
2349	BLUE SHIELD	16	Blue Cross & Blue Shield Assn.	78/661852	6/30/2005	3076809	4/4/2006	Registered
2348	BLUE SHIELD	25	Blue Cross & Blue Shield Assn.	78/661842	6/30/2005	3076808	4/4/2006	Registered
385	BLUE SHIELD	42	Blue Cross & Blue Shield Assn.	71/589371	12/15/1949	557037	4/1/1952	Registered
2366	BLUE SOLUTIONS	44	Blue Cross & Blue Shield Assn.	78730171	10/10/2005	3219611	3/20/2007	Registered
507	BLUE TRADITIONAL	36	Blue Cross & Blue Shield Assn.	74/608624	12/8/1994	1952817	1/30/1996	Registered
2269	BLUE WIZARD	42	Blue Cross & Blue Shield Assn.	78/139855	6/28/2002	2785064	11/18/2003	Registered
676	BLUEANN EWE	36	Blue Cross & Blue Shield Assn.	75/495262	5/29/1998	2263004	7/20/1999	Registered
569	BLUECARD ELIGIBILITY (STYLIZED)	36, 42	Blue Cross & Blue Shield Assn.	75/267456	4/1/1997	2192846	9/29/1998	Registered
617	BLUECARD WORLDWIDE	36, 42	Blue Cross & Blue Shield Assn.	75/365765	9/30/1997	2184155	8/25/1998	Registered
191	BLUECROSS (WORD)	16	Blue Cross & Blue Shield Assn.	74/169913	5/24/1991	1691498	6/9/1992	Registered
2149	BLUEEXCHANGE INT., 36, 38	INT., 36, 38	Blue Cross & Blue Shield Assn.	76/380343	3/8/2002	2767843	9/23/2003	Registered

## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007

Page: 5

2320	BLUEQUEST	36, 44	Blue Cross & Blue Shield Assn.	78598828	3/31/2005	3225742	4/3/2007	Registered
268	BLUES ADVANTAGE	16	Blue Cross & Blue Shield Assn.	74/429703	8/30/1993	1863691	11/22/1994	Registered
439	BLUES BEAT	16	Blue Cross & Blue Shield Assn.	75/098085	5/2/1996	2049091	4/1/1997	Registered
626	BLUES NET	35, 38	Blue Cross & Blue Shield Assn.	75/466172	4/10/1998	2228834	3/2/1999	Registered
338	BLUES NEWS	16	Blue Cross & Blue Shield Assn.	74/608,837	12/9/1994	1928432	10/17/1995	Registered
429	BLUESCRIPT	36, 42	Blue Cross & Blue Shield Assn.	75/057697	2/14/1996	2118863	12/9/1997	Registered
2407	BLUESOURCE	36	Blue Cross & Blue Shield Assn.	78872403	4/28/2006	3194205	1/2/2007	Registered
2313	BlueSquared	36, 38	Blue Cross & Blue Shield Assn.	78564305	2/10/2005	3149895	9/26/2006	Registered
620	BLUEWEB	36, 42	Blue Cross & Blue Shield Assn.	75/372093	10/14/1997	2199866	10/27/1998	Registered
2268	BLUEWORKS	41	Blue Cross & Blue Shield Assn.	76/570527	1/9/2004	2922371	2/1/2005	Registered
342	CLASSIC BLUE	36	Blue Cross & Blue Shield Assn.	74/005751	11/28/1989	1635706	2/19/1991	Registered
343	CROSS (DESIGN)	36	Blue Cross & Blue Shield Assn.	71/531753	8/19/1946	554817	2/12/1952	Registered
347	CROSS (SOLID DESIGN)	16	Blue Cross & Blue Shield Assn.	74/032415	2/26/1990	1632320	1/22/1991	Registered
346	CROSS (SOLID DESIGN)	42	Blue Cross & Blue Shield Assn.	74/187033	7/22/1991	1699627	7/7/1992	Registered
345	CROSS (SOLID DESIGN)	16	Blue Cross & Blue Shield Assn.	74/055846	5/4/1990	1639079	3/26/1991	Registered
344	CROSS (SOLID DESIGN)	36	Blue Cross & Blue Shield Assn.	74/049148	4/16/1990	1826582	3/15/1994	Registered
348	CROSS (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	72/442919	12/5/1972	969385	9/25/1973	Registered
568	CROSS (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	75/267697	4/1/1997	2194956	10/13/1998	Registered
349	CROSS (STANDARD DESIGN)	16	Blue Cross & Blue Shield Assn.	73/082826	4/5/1976	1055360	1/4/1977	Registered
353	CROSS (STANDARD DESIGN)	42	Blue Cross & Blue Shield Assn.	74/268723	4/24/1992	1763481	4/6/1993	Registered
354	CROSS (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	72/450146	3/1/1973	990414	8/6/1974	Registered
351	CROSS (STANDARD DESIGN)	9	Blue Cross & Blue Shield Assn.	73/600805	5/27/1986	1422665	12/30/1986	Registered



## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007 Page: 6

352	CROSS (STANDARD DESIGN)	42	Blue Cross & Blue Shield Assn.	73/555889	8/29/1985	1425238	1/13/1987	Registered
427	CROSS DESIGN	36	Blue Cross & Blue Shield Assn.	74/480773	1/21/1994	1997328	8/27/1996	Registered
197	CROSS DESIGN	36	Blue Cross & Blue Shield Assn.	73/436072	7/25/1983	1293243	9/4/1984	Registered
2329	CROSS DESIGN	36	Blue Cross & Blue Shield Assn.	78598842	3/31/2005	3092706	5/16/2006	Registered
2355	CROSS DESIGN	18	Blue Cross & Blue Shield Assn.	78664918	7/6/2005	3132424	8/22/2006	Registered
2356	CROSS DESIGN	25	Blue Cross & Blue Shield Assn.	78664911	7/6/2005	3132422	8/22/2006	Registered
2330	CROSS DESIGN	36	Blue Cross & Blue Shield Assn.	78598844	3/31/2005	3172396	11/14/2006	Registered
2322	CROSS DESIGN	36	Blue Cross & Blue Shield Assn.	78598854	3/31/2005	3288740	9/4/2007	Registered
2358	CROSS DESIGN	16	Blue Cross & Blue Shield Assn.	78/696581	8/19/2005	3132578	8/22/2006	Registered
2394	CROSS DESIGN	28	Blue Cross & Blue Shield Assn.	78833709	3/9/2006	3219839	3/20/2007	Registered
2361	CROSS DESIGN	21	Blue Cross & Blue Shield Assn.	78/696352	8/19/2005	3132572	8/22/2006	Registered
245	CUSTOMBLUE	36, 42	Blue Cross & Blue Shield Assn.	75/043753	1/16/1996	2036912	2/11/1997	Registered
484	DENTAL BLUE	36, 42	Blue Cross & Blue Shield Assn.	75/129490	7/3/1996	2087425	8/12/1997	Registered
358	DIRECT BLUE	36	Blue Cross & Blue Shield Assn.	74/595647	11/7/1994	1954541	2/6/1996	Registered
2292	FAHM	B	Academy for Healthcare Management	75-477,031	4/30/1998	2,791,562	12/9/2003	Registered
485	FEDERAL DENTAL BLUE	36, 42	Blue Cross & Blue Shield Assn.	75/129492	7/3/1996	2087426	8/12/1997	Registered
2289	FEDERAL EMPLOYEE PROGRAM	36, 44	Blue Cross & Blue Shield Assn.	76576342	2/19/2004	2937496	4/5/2005	Registered
2293	FELLOW FAHM and DESIGN	B	Academy for Healthcare Management	75-477,043	4/30/1998	2,791,563	12/9/2003	Registered
2290	FEP	36, 44	Blue Cross & Blue Shield Assn.	78624014	5/5/2005	3071143	3/21/2006	Registered
2371	FEP BLUE VISION	36, 44	Blue Cross & Blue Shield Assn.	78746203	11/3/2005	3270028	7/24/2007	Registered
2316	FEP Operations Center	36, 44	Blue Cross & Blue Shield Assn.	78582408	3/8/2005	3269430	7/24/2007	Registered
2365	HEALTHBENEFIT BANK	36	Blue Cross & Blue Shield Assn.	78/715455	9/19/2005	3283998	8/21/2007	Registered

## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007 Page: 7

2367	HEALTHY BLUE	41	Blue Cross & Blue Shield Assn.	78730176	10/10/2005	3148405	9/26/2006	Registered
693	HEALTHY COMPETITION IS DRUG FR	41, 42	Blue Cross & Blue Shield Assn.	76/539667	8/25/2003	2930201	3/8/2005	Registered
364	HMO-USA	42	Blue Cross & Blue Shield Assn.	74/016988	1/8/1990	1664492	11/12/1991	Registered
365	INQUIRY	16	Blue Cross & Blue Shield Assn.	72/288934	1/16/1968	871806	6/24/1969	Registered
788	NETWORK BLUE	36, 42	Blue Cross & Blue Shield Assn.	76/262689	5/25/2001	2544952	3/5/2002	Registered
369	NEW BLUE	36	Blue Cross & Blue Shield Assn.	74/601344	11/21/1994	1954569	2/6/1996	Registered
370	NOW, HOME IS WHERE THE CARD IS	36, 42	Blue Cross & Blue Shield Assn.	75/041577	1/11/1996	2066530	6/3/1997	Registered
204	PPO DESIGN	36, 42	Blue Cross & Blue Shield Assn.	75/033208	12/15/1995	2122174	12/16/1997	Registered
371	PREFERRED BLUE	42	Blue Cross & Blue Shield Assn.	74/609166	12/9/1994	1963940	3/26/1996	Registered
372	PREFERRED BLUE MILLION	36	Blue Cross & Blue Shield Assn.	74/608838	12/9/1994	1961667	3/12/1996	Registered
374	PREFERRED CARE	36	Blue Cross & Blue Shield Assn.	73/439938	8/18/1983	1366092	10/15/1985	Registered
375	PREFERRED CARE BLUE	36	Blue Cross & Blue Shield Assn.	74/615462	12/27/1995	1963006	3/19/1996	Registered
376	PRIMARY BLUE	36	Blue Cross & Blue Shield Assn.	74/608835	12/9/1994	1961666	3/12/1996	Registered
221	PRIME BLUE	36	Blue Cross & Blue Shield Assn.	74/601343	11/21/1994	1954568	2/6/1996	Registered
377	SELECT BLUE	36	Blue Cross & Blue Shield Assn.	74/595650	11/7/1994	1952730	1/30/1996	Registered
452	SENIOR BLUE	36, 42	Blue Cross & Blue Shield Assn.	75/252143	3/5/1997	2130638	1/20/1998	Registered
203	SHIELD (SD)	36	Blue Cross & Blue Shield Assn.	71/670326	7/21/1954	617304	12/6/1955	Registered
381	SHIELD (SOLID DESIGN)	42	Blue Cross & Blue Shield Assn.	74/187011	7/22/1991	1735461	11/24/1992	Registered
378	SHIELD (SOLID DESIGN)	36	Blue Cross & Blue Shield Assn.	616543	7/16/1951	562430	7/29/1952	Registered
213	SHIELD (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	73/053440	5/27/1975	1039866	5/18/1976	Registered
229	SHIELD (STANDARD DESIGN)	42	Blue Cross & Blue Shield Assn.	74/547375	7/8/1994	1912003	8/15/1995	Registered
574	SHIELD (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	75/267653	4/1/1997	2202586	11/10/1998	Registered

Printed by CB on 9/20/2007 3:17:17 PM



## Federal Registrations for Blue Cross and Blue Shield Association

Report Date: 9/20/2007 Page:

380	SHIELD (STANDARD DESIGN)	16	Blue Cross & Blue Shield Assn.	73/720589	4/4/1988	1514572	11/29/1988	Registered
247	SHIELD (STANDARD DESIGN)	9	Blue Cross & Blue Shield Assn.	73/600806	5/27/1986	1423707	1/6/1987	Registered
382	SHIELD (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	73/437190	8/1/1983	1319825	2/12/1985	Registered
265	SHIELD (STANDARD DESIGN)	42	Blue Cross & Blue Shield Assn.	73/555890	8/29/1985	1423379	12/30/1986	Registered
379	SHIELD (STANDARD DESIGN)	200	Blue Cross & Blue Shield Assn.	73/053441	5/27/1975	1039940	5/18/1976	Registered
226	SHIELD (STANDARD DESIGN)	36	Blue Cross & Blue Shield Assn.	71/636199	10/6/1952	591778	6/22/1954	Registered
2395	SHIELD DESIGN	28	Blue Cross & Blue Shield Assn.	78833713	3/9/2006	3219840	3/20/2007	Registered
2360	SHIELD DESIGN	21	Blue Cross & Blue Shield Assn.	78/696249	8/19/2005	3132571	8/22/2006	Registered
2359	SHIELD DESIGN	16	Blue Cross & Blue Shield Assn.	78/696257	8/19/2005	3132573	8/22/2006	Registered
2333	SHIELD DESIGN	36	Blue Cross & Blue Shield Assn.	78605827	4/11/2005	3076555	4/4/2006	Registered
2332	SHIELD DESIGN	36	Blue Cross & Blue Shield Assn.	78598853	3/31/2005	3288739	9/4/2007	Registered
2328	SHIELD DESIGN	36	Blue Cross & Blue Shield Assn.	78598848	3/31/2005	3172397	11/14/2006	Registered
2354	SHIELD DESIGN	18	Blue Cross & Blue Shield Assn.	78664923	7/6/2005	3132425	8/22/2006	Registered
2353	SHIELD DESIGN	25	Blue Cross & Blue Shield Assn.	78664916	7/6/2005	3132423	8/22/2006	Registered
774	SHIELD DESIGN	16	Blue Cross & Blue Shield Assn.	76/250527	5/3/2001	2634534	10/15/2002	Registered
544	SHIELD DESIGN (HAWAIIAN ISLAND)	36, 42	Blue Cross & Blue Shield Assn.	75/228452	1/21/1997	2169141	6/30/1998	Registered
428	SHIELD DESIGN (STANDARD)	36	Blue Cross & Blue Shield Assn.	74/480795	1/21/1994	1997329	8/27/1996	Registered
532	STRATEGIC CONSULTING SERVICES: THE VALUE OF INSIGHT	42	Blue Cross & Blue Shield Assn.	75/193796	11/6/1996	2112239	11/11/1997	Registered
2239	THE BLUE CROSS BOWL	35	Blue Cross & Blue Shield Assn.	76/127,508	9/14/2000	2681673	1/28/2003	Registered
269	THE BLUES	36, 42	Blue Cross & Blue Shield Assn.	73/589141	3/18/1986	1454610	8/25/1987	Registered
2372	The Value of Blue	36, 44	Blue Cross & Blue Shield Assn.	78746183	11/3/2005	3148694	9/26/2006	Registered

**Federal Registrations for Blue Cross and Blue Shield Association**

Report Date: 9/20/2007 Page: 9

222	TRUE BLUE	36	Blue Cross & Blue Shield Assn.	73/571742	12/2/1985	1446756	7/7/1987	Registered
2241	WALKING WORKS	41	Blue Cross & Blue Shield Assn.	76/526638	6/27/2003	2999620	9/27/2005	Registered
2409	Walking Works and Design (with Cross and Shield designs)		Blue Cross & Blue Shield Assn.	78880311	5/10/2006	3255615	6/26/2007	Registered
2240	WALKING WORKS THE BLUE PROGRAM FOR A HEALTHIER AMERICA and Design		Blue Cross & Blue Shield Assn.	76/525726	6/27/2003	2999617	9/27/2005	Registered
630	WWW.FEPBLUE.ORG	36	Blue Cross & Blue Shield Assn.	75/482219	5/8/1998	2234349	3/23/1999	Registered
695	YOUR MIND. YOUR BODY. YOUR SPIRIT. YOUR HEALTH.	36, 42	Blue Cross & Blue Shield Assn.	76/073685	6/21/2000	2537870	2/12/2002	Registered